ORDER

KOB

Orders

Order / Rev:	**165010**
Alt Order #:	
Product Desc:	Martin Heinrich 10/08-10/14 Order
Estimate:	11648
Flight Dates:	10/08/12 - 10/14/12
Original Date / Rev:	10/08/12 / 10/08/12
Order Type:	GENERAL
Primary AE:	Olivia Lawrence
Sales Office:	KOB
Sales Region:	Local

Agency

Name:	**Media Strategies & Research**
Buying Contact:	Suzanne Lorimer
Billing Contact:	
	1580 Lincoln St Ste 510
	Denver, CO 80203-1507
Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**
Demographic:	A35+
Product Codes:	PL1
Priority:	99
Revenue Codes:	AGY, POL, CAND
New Business Thru:	05/05/09
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	111	$29,410.00	$24,998.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	$29,410.00	$24,998.50	0.00
Totals	111	$29,410.00	$24,998.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$29,410.00
Market	100%	$113,115.38

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$10,180.38
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$32,803.46
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$40,721.54
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 165010
Alt Order #:
Flight Dates: 10/08/12 - 10/14/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/08-10/14 Order
Estimate: 11648

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	All	10/08/12	10/14/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$125.00	4	0.00 NM	5	$625.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 5	Rate $125.00	Rating 0.00							
2	All	10/08/12	10/14/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$300.00	3	0.00 NM	5	$1,500.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 5	Rate $300.00	Rating 0.00							
3	All	10/08/12	10/14/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	9	$350.00	4	0.00 NM	9	$3,150.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 9	Rate $350.00	Rating 0.00							
4	All	10/08/12	10/14/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	8	$350.00	4	0.00 NM	8	$2,800.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 8	Rate $350.00	Rating 0.00							
5	All	10/08/12	10/14/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a	-----SS	:30	3	$150.00	7	0.00 NM	3	$450.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -----SS	Spots/Week 3	Rate $150.00	Rating 0.00							
7	All	10/08/12	10/14/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-T---	:30	2	$200.00	3	0.00 NM	2	$400.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -T-T---	Spots/Week 2	Rate $200.00	Rating 0.00							
8	All	10/08/12	10/14/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	M------	:30	1	$125.00	4	0.00 NM	1	$125.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays M------	Spots/Week 1	Rate $125.00	Rating 0.00							
9	All	10/08/12	10/14/12	Who Wants to Be A Millio Who Wants to Be A Million	CM	M-F 1130a-12p	-T--F--	:30	2	$75.00	6	0.00 NM	2	$150.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -T--F--	Spots/Week 2	Rate $75.00	Rating 0.00							
10	All	10/08/12	10/14/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-WTF--	:30	4	$75.00	6	0.00 NM	4	$300.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays M-WTF--	Spots/Week 4	Rate $75.00	Rating 0.00							
11	All	10/08/12	10/14/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	MTWTF--	:30	5	$125.00	6	0.00 NM	5	$625.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 5	Rate $125.00	Rating 0.00							
12	All	10/08/12	10/14/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	M------	:30	1	$75.00	6	0.00 NM	1	$75.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays M------	Spots/Week 1	Rate $75.00	Rating 0.00							
13	All	10/08/12	10/14/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	5	$125.00	4	0.00 NM	5	$625.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 5	Rate $125.00	Rating 0.00							
14	All	10/08/12	10/14/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	5	$200.00	3	0.00 NM	5	$1,000.00
	Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays MTWTF--	Spots/Week 5	Rate $200.00	Rating 0.00							

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	All	10/08/12	10/14/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	9	$75.00	6	0.00	NM	9	$675.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	MTWTF--	9	$75.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	All	10/08/12	10/14/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	6	$225.00	6	0.00	NM	6	$1,350.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	MTWTF--	6	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	All	10/08/12	10/14/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p	-TW-F--	:30	3	$425.00	3	0.00	NM	2	$850.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	-TW-F--	3	$425.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	*All*	*10/08/12-10/14/12*	*NBC Nightly News*	M-F 530p-6p	-TW--F----	*:30*	*~~($425.00)~~*	0.00	*NM*

Credited
[Time period is not available]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	All	10/08/12	10/14/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$300.00	6	0.00	NM	5	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	MTWTF--	5	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	All	10/08/12	10/14/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	$300.00	6	0.00	NM	5	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	MTWTF--	5	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	All	10/08/12	10/14/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M------	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	M------	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	All	10/08/12	10/14/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p	-T-----	:30	1	$900.00	3	0.00	NM	1	$900.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	-T-----	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	All	10/08/12	10/14/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p	--W----	:30	1	$700.00	4	0.00	NM	1	$700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	--W----	1	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	All	10/08/12	10/14/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p	---T---	:30	1	$700.00	4	0.00	NM	1	$700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	---T---	1	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	All	10/08/12	10/14/12	Friday Prime B Friday Prime B	CM	F 8p-9p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	----F--	1	$600.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	All	10/08/12	10/14/12	Saturday Prime A Satruday Prime A	CM	Sa 7p-8p	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	-----S-	1	$250.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	All	10/08/12	10/14/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	10	$400.00	6	0.00	NM	10	$4,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	MTWTF--	10	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	All	10/08/12	10/14/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/08/12	10/14/12	-----S-	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	All	10/08/12	10/14/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 165010
Alt Order #:
Flight Dates: 10/08/12 - 10/14/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/08-10/14 Order
Estimate: 11648

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	All	10/08/12	10/14/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00
29	All	10/08/12	10/14/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MTWTF--	:30	5	$245.00	3	0.00	NM	5	$1,225.00
30	All	10/08/12	10/14/12	Access Hollywood Late P Access Hollywood Late PM	CM	M-Th 1135p-1207a	-T-T---	:30	2	$55.00	6	0.00	NM	2	$110.00
31	All	10/08/12	10/14/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M------	:30	1	$800.00	4	0.00	NM	1	$800.00
N 32	All	10/08/12	10/14/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	----F--	:30	1	$75.00	6	0.00	NM	1	$75.00
N 33	All	10/08/12	10/14/12	News 4 Spec Sa 5a (2hr) News 4 Spec Sa 5a (2hr)	CM	Sa 5a-7a	-----S-	:30	1	$100.00	6	0.00	NM	1	$100.00
N 34	All	10/08/12	10/14/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00

Weekly detail:

Ln		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
28	Week:	10/08/12	10/14/12	------S	1	$400.00	0.00
29	Week:	10/08/12	10/14/12	MTWTF--	5	$245.00	0.00
30	Week:	10/08/12	10/14/12	-T-T---	2	$55.00	0.00
31	Week:	10/08/12	10/14/12	M------	1	$800.00	0.00
N 32	Week:	10/08/12	10/14/12	----F--	1	$75.00	0.00
N 33	Week:	10/08/12	10/14/12	-----S-	1	$100.00	0.00
N 34	Week:	10/08/12	10/14/12	-----S-	1	$250.00	0.00

*Tax 1 Note: ABQ 7%.

Totals 111 $29,410.00